

## **ADVERTISING EMPLOYING WATERMARKING**

### **Abstract of the Disclosure**

Various promotional techniques based on watermarking are disclosed. In one a print  
5 advertisement is steganographically encoded to hide plural-bit information. When read and  
decoded, this information directs an internet web browser to a web site that provides  
supplemental information about the product or service promoted by the print advertisement.  
In another, two advertisements (e.g., for the same product) are steganographically encoded  
with different data. By tallying the number of times each is presented for decoding (e.g., by  
10 consumer presentation to a web cam), the relative effectiveness of the ads can be determined.  
In yet another, prizes can be randomly awarded when consumers present optically-encoded  
products or product packaging to web cams. In still another, a photograph of scene (e.g., in a  
magazine article) can link to a travel web site that presents information about that location,  
including travel details.